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3 Hong Kong Launches New Facebook® Mobile Application for World's Most Popular Phones

New Facebook application brings a smartphone experience to Java feature phones; No data charges for the first three months

Hong Kong, China and PALO ALTO, Calif. - 20 January 2011 - 3 Hong Kong, the mobile operation of Hutchison Telecommunications Hong Kong Holdings Limited ("Hutchison Telecom Hong Kong Holdings"; SEHK: 215), and Facebook today announced that 3 Hong Kong is now offering its customers another way to stay connected with a new Facebook mobile application for Java-powered feature phones. 3 Hong Kong is also sponsoring the launch by enabling their customers to download and use the application for three months without incurring any data charges¹.

¹3 Hong Kong is offering free access (no mobile Internet data charges) to download and use the application to its subscribers for at least three months from the time of installation on their phone. The length of the offer is at the discretion of the mobile operator.

This new Facebook application provides a better experience for feature phones than other similar applications and mobile sites. It brings the popular features and user experience already deployed on Facebook mobile applications for smartphones to the world's most popular feature phones, and is optimized for speed and performance on 3 Hong Kong's network. It includes several new and unique features that enable people to stay connected through Facebook including:

- Viewing photos from your mobile phone
- Synchronizing your local address book contacts with your Facebook friends
- Facebook login to third party services within the application, such as news, sports, games, and weather

The new Facebook application is optimized to use as little data as possible while providing the great user experience mobile applications offer. The application uses less data than other similar applications or mobile sites, enabling it to be much cheaper for people to use when the trial period ends.

The new Facebook application is a collaboration between Facebook and Snaptu, whose platform brings leading web services to millions of people around the world on more than 2,500 different types of mobile devices via the Snaptu app. The new Facebook application will be available for 3

Hong Kong customers to download without incurring any data charges from mobile.three.com.hk or m.fb.snaptu.com/f or by dialing a short code Short Code: *87*20 to obtain a free SMS with the download link.

3 Hong Kong is the largest 3G telecom service provider in Hong Kong and is always stay in the forefront of the industry bringing new and innovative services to its customers. Last year, 3 Hong Kong and Facebook jointly provide fast and free Facebook access, 0.facebook.com, to over 3 million 3 Hong Kong customers.

“According to a research conducted by comScore, social networking is one of the fast-growing categories among mobile phone users. In 2010, the access rate of social networking application through both apps and browsers grew by 240 percent and 90 percent respectively compared with 2009*,” said Amy Lung, Chief Operating Officer (Mobile) of Hutchison Telecom Hong Kong Holdings.

“Among the social networking services, Facebook is used most by Hong Kong consumers. As one of the leading mobile telecom operators in Hong Kong, We are very excited to be one of the first telecom operators in the world to launch this new Facebook mobile application for feature phones, promoting social networking applications and driving the growth of mobile data usage. We believe this application will deliver an unprecedented experience to our customers, further encourage the Facebook lovers connect to their social network anytime anywhere as well as reinforce our leading position in mobile social networking arena.”

* Source: comScore’s report “Social Networking Ranks as Fastest-Growing Mobile Content Category” in June 2010

“We are always looking to work with innovative operators on ways to enable people to easily access Facebook wherever they are,” said Henri Moissinac, Head of Mobile Business, Facebook. “Through our efforts with 3 Hong Kong, we’re thrilled to offer yet another way for people to stay connected with their friends and family through Facebook and bring a high quality and high speed mobile application experience to feature phones in an affordable way.”

For more information on 3 Hong Kong’s new Facebook mobile application, please call our customer hotline at 3162-2222 or visit 3Shops or browse our website at www.three.com.hk.

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